



# Minneapolis Healthy Restaurant Program Overview

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In Minneapolis, individuals and families are eating many meals away from home, especially at casual dining restaurants. Restaurant entrees, appetizers, desserts, and even beverages taste good and are convenient, but they are often high in calories, fat, sodium, and sugar. Eating unhealthy foods on a regular basis can contribute to a poor diet and serious health problems like obesity, diabetes, high blood pressure, and heart disease. Restaurants can play an important role in improving the health of their customers and community by including nutritious foods on their menus.

The Minneapolis Healthy Restaurant Program is designed to assist small, independently owned restaurants in creating and promoting healthy meals. 20 restaurants will be selected to participate in the program from June 2014 - October 2015. Each restaurant will receive free individualized assistance as they work to improve their healthy food options including nutritional analysis of menu items, recipe modifications, food preparation training, menu labeling and printing, and promotional materials.

## **Who is eligible to participate?**

Independently owned (non-chain) restaurants located in Minneapolis are eligible to participate. Emphasis will be placed on restaurants that are located in Near North, Phillips, Powderhorn, Cedar Riverside, and Northeast; and/or those serving the following cultural communities: Somali, African American, Southeast Asian and Pacific Islander, Latino, American Indian.

## **What will participating restaurants receive?**

Each restaurant will receive a \$500 stipend plus individualized assistance to help them respond to growing customer demand for healthy foods including:

- Consultations with culinary and nutrition experts.
- Analysis of popular entrees to determine calorie, fat, sodium, and sugar content.
- Recipe modification suggestions to cost-effectively maximize nutrition and flavor.
- Menu labeling and reprinting to highlight healthy options.
- Promotional materials and training on how to market healthy items.
- Customer feedback to help inform ongoing efforts.
- Networking opportunities with other participating restaurants.
- Potential inclusion on City of Minneapolis preferred food vendor list.

## **Why participate?**

According to the National Restaurant Association, 2014 restaurant trends show that consumers are interested in healthy food options at restaurants, especially nutritious local produce and healthful kids' meals. Customers often look at the amount, variety, and price of healthy meal items on a restaurant menu when deciding where to eat. Restaurants that offer high quality, fresh foods at reasonable prices will be a top choice for customers eating away from home.

**For more information, please contact:**